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Amendments to the Claims:

Please add Claims 25-34 as follows:

25. (new) A printer for printing on media spaced longitudinally along a carrier web, the printer comprising:

a driving mechanism for advancing the carrier web along a media path;

a print head assembly supported by a frame, the thermal print head assembly mounted for movement toward and away from the carrier web; and

a sensor for sensing a displacement of the print head assembly due to the passage of the of the media beneath the print head.

26. (new) The printer of claim 25, wherein the media has a leading edge, said printer further comprising a controller responsive to the sensor for synchronizing printing with the edge of each media.

27. (new) The printer of claim 26 further comprising a bias mechanism urging the print head toward the web so that the print head is pressed against the web.

28. (new) The printer of claim 25, wherein the sensor arranged rigidly coupled to the frame at a first end.

29. (new) The printer of claim 25, wherein the sensor is a piezoelectric transducer coupled between the frame and the print head, the sensor arranged to bend in response to the displacement of the print head by the media.

30. (new) The printer of claim 25, wherein the sensor is a piezoelectric transducer coupled to a bending member coupled at a first end to the frame and at a second end to the print head, the bending member arranged to bend in response to the displacement of the print head by the media.

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31. (new) The printer of claim 25, wherein the sensor is an arrangement including an emitter, a reflector and a detector, and at least one of the emitter, the reflector and the detector is rigidly coupled to the frame.

32. (new) The printer of claim 25, wherein the sensor is a position sensor connected to the frame.

33. (new) The printer of claim 32, wherein the sensor is an arrangement including a light emitter and a detector; the light emitter and the detector separated by a variable area mask coupled to the pivot.

34. (new) The printer of claim 32, wherein the sensor is an arrangement including an electrical position sensor and a target probe; the target probe mounted on an arm coupled to the pivot.